



FOR IMMEDIATE RELEASE
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**CITY OF SUMTER AQUATICS CENTER TO TAKE PART IN *POOL SAFELY* DAY 2012
CPSC's *Pool Safely* Campaign Aims to Reduce Child Drownings and Entrapments**

Sumter, SC – The City of Sumter Aquatics Center today announced its participation in the U.S. Consumer Product Safety Commission's (CPSC) *Pool Safely* Day 2012 during the week of July 22-29, 2012. *Pool Safely* Day is an opportunity for water parks, municipal swimming pools and other indoor and outdoor aquatic facilities to demonstrate their support of the *Pool Safely* public education campaign and the life-saving message that "simple steps save lives."

"With it being summer time, pools everywhere are being used much more than just a month ago. So, pool safety is of utmost importance right now," said Peggy Kubala, the director of The City of Sumter Aquatics Center. "The City of Sumter Aquatics Center will continue to do everything it can to educate citizens on the importance of swimming with safety."

CPSC's *Pool Safely* campaign is a first-of-its-kind national public education effort to reduce child drownings, near-drownings and entrapments in swimming pools and spas. The *Pool Safely* campaign is a key part of the CPSC's efforts to carry out the requirements of the *Virginia Graeme Baker Pool and Spa Safety Act (P&SS Act)*, a child safety law aimed at making pools and spas safer. The Act includes a requirement for a national public education campaign designed to raise public awareness, bolster industry compliance, and reduce deaths and injuries in and around pools and spas.

"We at CPSC are proud that partner organizations, water parks and aquatic facilities around the country are joining forces with us during the week of July 22-29 to participate in *Pool Safely* Day 2012," said Kathleen Reilly, Pool Safely Spokesperson at CPSC. **"We want to encourage everyone to remember that simple steps save lives. You can never know which safety step will save a life, until it does."**

By participating in the nation's *Pool Safely* Day 2012, The City of Sumter Aquatics Center will be furthering and reinforcing the message that pool and spa safety is important every day in every pool and spa, but particularly during the heat of the summer when so many people enjoy swimming and pool and spa activities. The City of Sumter Aquatics Center will be offering free half-hour swim lessons for kids 4- to 5-years-old from 3:30 to 4 p.m. and for kids 6- to 12-years-old from 4:15-4:45 beginning on Tuesday, July 24 through Friday, July 27.

Space is limited, so be sure to call the City of Sumter Aquatics Center at (803)774-3998 to sign up!

CPSC estimates that an average of 300 children younger than five drown in swimming pools and spas each year and more than 4,100 that age go to hospital emergency rooms due to non-fatal

submersion injuries. An unknown number of these hospitalizations result in permanent disability, including brain damage. These deaths and injuries are preventable and public participation in the campaign can help spread the campaign's messages to parents and families and help prevent future tragedies.

For more information on the *Pool Safely* campaign, visit the website at www.poolsafely.gov. The campaign is also on Twitter ([@poolsafely](https://twitter.com/poolsafely)), YouTube (www.youtube.com/poolsafely), and Flickr (www.flickr.com/photos/poolsafely).

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